

# Krause's grocery stores change hands to Main Street Market

**By Debra Horn**

Krause's grocery stores in Mishicot and Denmark have new owners and a new name, "Main Street Market."

The stores changed hands on Monday and are now owned by John Lofberg and Larry Zender.

Lofberg said he has been in the grocery business "forever." He is the fourth generation of his family to do so.

His great-grandfather owned a market-type butcher shop, his grandfather bought his first grocery store in the 1940s, his mom has two stores of her own, and his aunts and uncles all own grocery stores.

Lofberg went to college at Arizona State and then worked for Roundy's the past five years.

Larry Zender, a businessman and friend of the family for many years, had been looking for a grocery store for the family to purchase. He found the Krause's package deal and asked John, "Are you interested in two stores?" John said, "Yes!"

Zender ran John's father's store in Beaver Dam for a couple years with intentions to purchase it, and has a history of building up the businesses he is involved in.

A total store remodel is planned at the Mishicot store, located at 527 E. Main Street. A facade change (paint and canopy) will take place within the next month.

The four existing walls will remain as is, but they plan "to open it all up." Expansion is focused on

## Wiederholt earns Trustee Scholarship

Carissa Wiederholt of Manitowoc has been awarded the prestigious Trustee Scholarship to at-

the perishable departments and the variety of groceries offered.

Zender said they plan to make a few changes now in the Denmark store. "And then after the first year, we're probably looking at building a new 15,000-square-foot facility in Denmark."

### KRAUSE IS RETIRING

George Krause Sr. is retiring after 32 1/2 years in the grocery business.

He said the Krauses will finish catering jobs already scheduled for July and August, but then plans to "pick up on all the loose ends that I haven't done for the last 32 1/2 years."

"That might take a few years," he said with a laugh.

"When everyone else was having fun, we were working to service them. When you're in this, that's your life," he stated.

The business first began across the street in Holst Sons Department Store in Mishicot. The Krauses bought it in December of 1963 and remodeled and opened the store on Feb. 24, 1964.

They started with the S.E. Shannon Company as their first wholesaler.

They offered groceries, but no meat and produce, along with Hamilton Laundry Equipment, Gibson Appliance, and Pennsylvania T.V. The Krauses purchased all their equipment and shelving by buying out a store in Ishpeming, Michigan.

Two years later, they put in a walk-in freezer and walk-in cooler and opened the meat department.

"In '72, we built this place and added on to it twice since," stated George. The approximate 12,000-square-foot building had a full line of housewares and hardware as well as Sheboygan Shoes.

The Krauses bought the Denmark Store in 1976 from Toby

and ended up staying only with groceries and housewares that you can get from the warehouse," noted George.

In 1972, the Krauses purchased the bakery from Paul Wimmer, the village baker. They did a lot of wedding cakes after they started the baking shop, and George also baked.

He recalls long days, opening the store at 6:00 a.m. and closing at 9:00 p.m. They also added a catering function that bigger stores often can't or won't do. Krause's is well-known for their whole roasted pigs.

George and Joan have 11 chil-

dren (8 boys and 3 girls), 18 grandchildren and one great-grandchild. "From time to time, they all were involved in the business, some more than others. All packed groceries and stacked shelves at one time or another," noted George.

They have also been very active members of the community. George was on the village board for 17 years, fire department, ambulance service, Chamber board, Knights of Columbus, Holy Cross Parish, and MAGIC.

"We filled the seats of all of these organizations at one time or another," said George.

He is especially proud of his part in getting Highway 147 done and working with the state.

He is looking forward to "picking up and going when we want to" now instead of always being tied down.

"I would like to thank all the customers for their patronage over the last 32 1/2 years, and all those who have worked for us."

He pointed out one employee in particular, Grace Schleis, who has been with the store the entire 32 1/2 years.

George wishes the new owners good luck and best wishes in their new venture.

